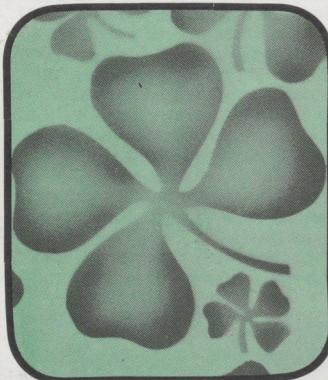
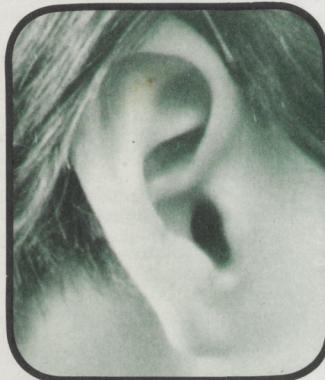


CONTACTS

MARCH/68



CONTACTS

MARCH

Volume 3, Number 13

Published to communicate the accomplishments and activities of the 9,800 Western Division staff, the performance and progress of our company and the retail industry.

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COVER STORY: On this month's cover is a cross-section of the wide range of articles and news stories featured in the magazine. They appear on pages 4, 5, 7, 8, 11 and 12.



EATON'S versatile interior designers have the creative touch that transforms the rooms of customers' homes into areas of taste and individuality, comfort and convenience — and above all style.

The company's designers are the pacesetters of a new freedom in design — a result of the last decade. Today we welcome into our homes a wide range of furnishings, judged only by their ability to contribute something of beauty or value to our lives.

"It's a creative mixture of materials, patterns, shapes and colours," said Winnipeg's Interior Design Manager Terry Sheardown.

Much of this modern trend is reflected in the homes furnished and designed by Eaton's. The old coordinated set or suite of furniture has given way to mix-

tures of style to bring individuality to rooms.

In a well planned room there's always one feature to which the eye is drawn. "You need a focal point to pull the room together," said Mr. Sheardown. "It's like the palm of your hand — without it the fingers won't work," he said.

The greatest single unifying factor is colour. "It's the media that gives personality to a room," said Paul Kettela, Regina's Interior Designer. The most successful rooms are those which convey a distinct impression of one colour. From a basic colour choice, Mr. Kettela establishes an overall scheme for the carpets, draperies, wall colours and upholstery. Then the furnishings styles are selected and the furniture positioned.



Interior Designer Hal Richardson is the newest member of the Winnipeg group. Mr. Richardson has had considerable designing experience in Canada and the U.K.



Joan Beare is the Winnipeg Design Studio's receptionist-stenographer.



Sharon Fahy, a graduate of the University of Manitoba's Interior Design School, is in the living room she designed for a new home in West Kildonan.

Colour and lighting are powerful allies. "Overhead lighting is absent in some rooms leaving them with a soft candle-light atmosphere, while other areas are made spectacular by the use of spotlights," said Mr. Kettela.

Regina's new furniture floor has ten display rooms featuring French, Spanish, Italian, Oriental, Contemporary and Colonial themes. Interest in Mr. Kettela's work is compounded by the many requests he receives to speak to organizations in the Queen City and Moose Jaw.

Fashions and fads in interior design come and go, leaving only a select few that survive the test of time. "The classical styles are timeless," said Interior Designer Fisher Einarson of Winnipeg. "They're well attuned to the architecture and activities of the time."

New trends in design reflect today's living which emphasize self-expression and maturity. "Rooms for dining are found all over the house and family rooms reflect current leisure pursuits," said Mr. Einarson. Kitchens are planned with an eye to all-day use as well as a work area, he said, and bathrooms combine comfort and convenience with a look of luxury.



Interior Designer Fisher Einarson, a 43-year man with Eaton's, designed the luxurious furnishings of this bedroom in Winnipeg.

Bedrooms pose different problems from those encountered elsewhere. "The highly personal nature of the room encourages many pet preferences," Mr. Einarson said.

Gerry Barker of the Winnipeg Studio puts a good deal of emphasis on accessories. "They add the finishing touches to a room," he said.

The western Division's Interior Design studios in Saskatoon, Regina and Winnipeg work closely with painters, carpenters, upholsterers and plumbers to meet the requirements of their customers. Eaton's immense



Regina's Interior Designer Paul Kettela shows his client, Mrs. A. W. Wagar, the oriental brocade he'll use to cover her dining room chairs.



Beverley Groberman, a Manitoba graduate in Interior Design, is a design consultant in the Winnipeg Store.

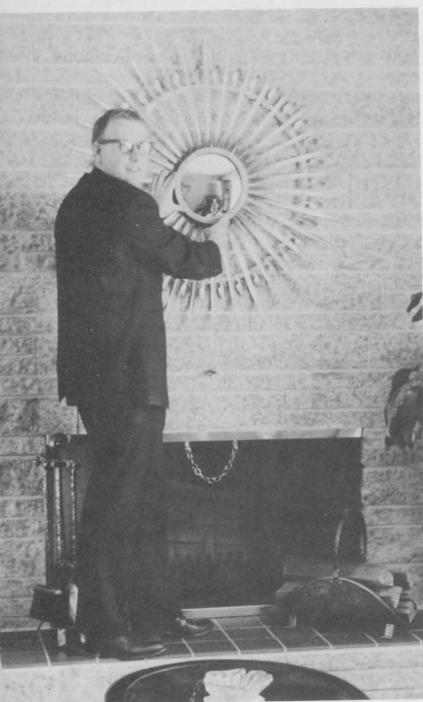
buying capacities throughout the world enable the departments to offer clients an extensive range of merchandise. The division's latest studio will be in the new Polo Park store in Winnipeg.

Why use an interior designer? Mr. Barker puts it this way: "It's hard for most of us to visualize the way a room can look, complete to the last ash tray. But an interior designer is trained to develop a scheme to fit a home just like a glove. You get the benefit of a professional point of view."



Paul Kettela designed this spacious living room. A highlight of the area is a group of Japanese water colours.

Pacesetters in Design



Winnipeg Interior Designer Gerry Barker positions a mirror on the wall of a Tuxedo home.



Gladys Lamonte is a design consultant who assists the Winnipeg Store's furniture sales staff.



Saskatoon's Interior Designer Vic Garchinski shows Diane Remillard how the colours in a lamp will harmonize with sheer curtains and drapes.



Terry Sheardown, Manager Interior Design, points out the interesting features of a hallway he designed for a Winnipeg home in Assiniboia. The furnishings include a Spanish commode and a handsome gold leaf framed mirror.

THE AVERAGE EATONIAN spends a big part of his life listening — to other staff members, his customers, his wife, his clergyman, his bus driver, his barber, his grocer, his neighbour. Perhaps even his mother-in-law.

Despite the fact that listening occupies almost half his waking day, chances are he's unprepared to digest more than an occasional morsel of what he hears, even if it's the boss who's doing the talking. He'll remember only half of what he heard an hour after he heard it — and 25 per cent or less two weeks later!

Let's take a simple example. Suppose you're the boss. As a boss you speak in the language of command. Call it Language One, which deals with planning, organization, directing, co-ordinating, controlling. On the other hand, your staff think in terms of Language Two — opportunity, recognition, belonging and personal security.

ARE YOU LISTENING?

It's up to you to translate Language One into Language Two because the latter is the language of motivation. All the planning, organizing, directing, co-ordinating and controlling in the world will never get you anywhere unless they're translated into the second language, which most of your people understand. And it is only when people understand what has to be done that work will get done. There's a direct relationship between understanding and productivity.

Simply said, good listening and good talking are an inseparable team; you can't achieve one without the other. Here are a handful of speaking suggestions:

1. Make sure you know what you want to say before you begin.

2. Keep your message short as possible without being abrupt.

3. If you intend to have a talk with your staff or with your boss, consider the timing — wait for the proper moment.

4. Look for double meanings or unpleasant overtones in what you intend to say and avoid them.

5. Try to communicate in the language of the listener.

6. In person-to-person communications, make your discussion private.

Possibly even more important are the ground rules for successful listening. Here's a few.

1. You must want to listen; if you don't really want to listen, don't pretend to do so.

2. Work at the job; direct your full attention to it.

3. Relax physically but remain alert mentally.

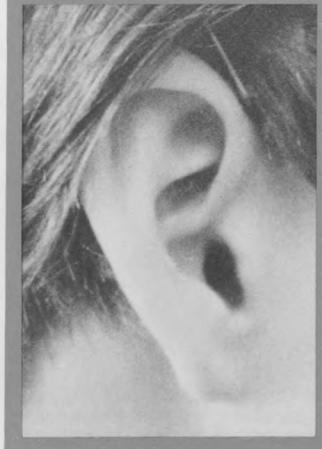
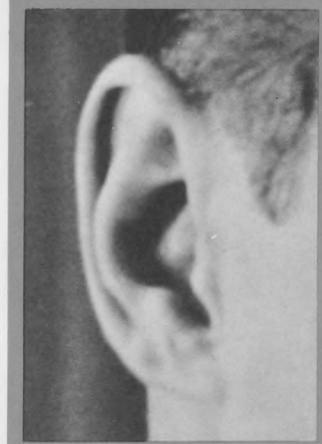
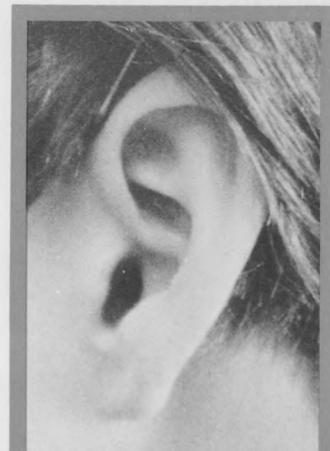
4. Concentrate on the speaker. Note his facial expressions. Summarize his statements in your mind as he makes them.

5. Look and act interested. Make significant comments that prove your interest. Rephrase his statements and repeat them so that the speaker can verify the accuracy of your idea of what he has said.

Just because you can hear doesn't mean you're a good listener. Remember that you have had no formal training in listening; accept the fact that you are weak at it; and realize that listening is the most neglected factor in effective communications.

Naturally you won't master the techniques overnight. It takes time until they become "second nature". But once they're yours, the improvement in spirit and efficiency around you will be well worth the time and effort you invest.

George Bernhard Shaw once said, "I dislike him because he listens only when he himself talks." How many of us do the same thing?





Expanse of West Hawk lake dwarfs divers as they head for the ice hole.

Fine Weather for Scuba

The men made their way across the frozen, snow-covered surface of West Hawk Lake, their breath curling in a series of punctuation marks in the 20-degree air.

"Hey, let's stop here," offered Allan Lauder. "Looks like we're over the shelf. Should be interesting diving here." Allan, a materials handling project analyst in Winnipeg Service Building, and his three companions began clearing the snow with a shovel. One of the men got busy with an auger, drilling a hole through the ice-locked Whiteshell Area lake.

Once a series of openings had been bored through the 20" layer, the men took turns in chipping through the ice between the holes with a pick. After an hour the auger buckled under the strain. The pick was used to

complete a 5' by 6' puncture in the ice's surface.

The four men changed from their warm woollen clothing into black rubber suits. When all was ready, two men disappeared through the hole. This was the climax of a two-hour drive from Winnipeg — a chance to explore the water under a thick layer of ice.

The divers aren't "polar bear" faddists, but year-round underwater divers who use scuba: self-contained underwater breathing apparatus. The four men, two of them Eatonians, enjoy the exhilaration of underwater diving. Some of them simply like the idea of being underwater. Others are attracted by searching for underwater life.

"Once you're below the sur-



Ice diving, like ice fishing, requires a hole. Auger in hand, Allan Lauder bores one of a series of openings through the rock-hard ice.



Once the block covering the hole is free, the divers ease it under the ice. From left to right are: Bob Hamel, Murray Gray, Malcolm Braithwaite and Allan Lauder.



Final adjustments to the air tank regulator and Lauder is ready for the dive. Behind him is Linda Castells, Hosiery Department.

face it's almost completely dark until your eyes get accustomed to the light," says Malcolm Braithwaite, a salesman in Men's Wear.

At the surface the water is an emerald green and the opening's light cuts through the water like a laser. "There's no distortion at the surface," says Lauder, "and even at a depth of 45 feet you can clearly see your friends peering down through the hole."

Attired in rubber "wet suits" they swim in relative comfort despite the 32 degrees Fahrenheit water temperature. The



Lauder eases himself into the water. At far left is diving buddy Gray.

rubber suits act something like thermos bottles, retaining the body heat and keeping the cold outside.

For ice diving they use the buddy system. Two men always dive together. For added protection each man swims at the end of a line held by a third party on the surface.

"Ice diving is a wonderful sport," says Lauder. "And it isn't dangerous as some people think." Adds Braithwaite: "It's hazardous only when you don't follow the rules and take unwarranted risks — and if you do that anything can be dangerous."



Coming topside Allan Lauder, left, and Murray Gray bring up two 'trophies' from the bottom.

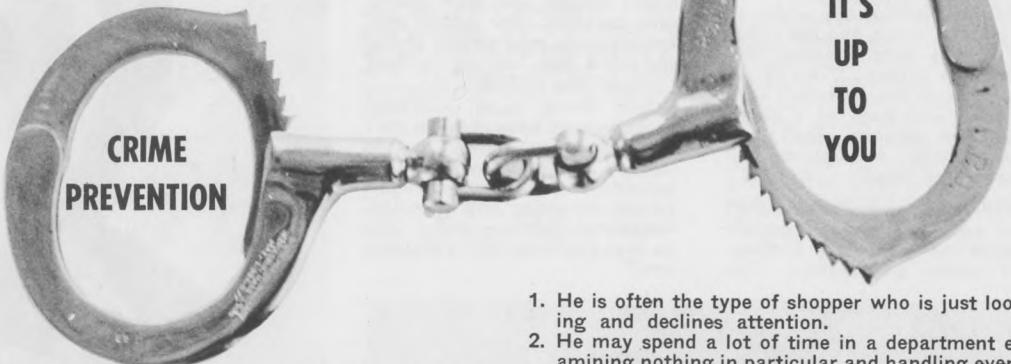


Protected by a wet suit, Malcolm Braithwaite leaps into the freezing water.

Crime is a fast growing "industry" in Canada. This year it will cost retailers in Winnipeg some \$2.5 million in shoplifting merchandise — and this amount is spiralling. To fight mounting losses, the members of the Manitoba's Retail Association spearheaded the formation of a Retail Protective Association. The group, formed two years ago, is the first of its kind in Western Canada.

Eaton's is one of the founding members of this organization, whose aims are to bring retail merchants and other businesses into a closer relationship with local law officials and to exchange information on combating crime.

To focus attention on the organization's activities, the group staged a Businessmen's Crime Prevention Clinic at Winnipeg's Marlborough Hotel on February 26 to 27. The accent during the 2-day meeting was on prevention. "Crime prevention, the maintenance of law and order is a total community responsibility," said keynote speaker George Maltby, Chief Constable of the St. James City Police. It's a fallacy to suggest that the prevention of crime is the sole responsibility of the police said Mr. Maltby.



People have a moral responsibility to prevent crime. "As Edmund Burke, the well known English statesman put it: 'All that is necessary for the triumph of evil is that good men do nothing,'" said the Chief Constable.

The police and the community are one. "Whether we're waging war against the shoplifter or warehouse pilferer, the police need the support of the citizens they serve, particularly business people who are frequently the first victims of crime," he said.

"This is a case for liaison between business and police with the aim of preventing crime," said Mr. Maltby. The Chief Constable summed up his talk by stating that: "This Businessmen's Crime Prevention Clinic is another step forward in the relentless struggle against our common enemy, CRIME."

Two of the principal speakers were Eatonians. Divisional Personnel Manager W. H. Evans outlined the security procedures to take when hiring new staff. Mr. Evans also stressed the need for creating

a healthy environment for people to work in and the importance of fostering company loyalty. Security Manager Sid Hall spoke on shoplifting.

"If you came here today expecting me to show you the varous gadgets used to steal merchandise, I'm going to disappoint you," said Mr. Hall. The booster bloomers and the hollow books belong in the confines of sensational magazine articles he said.

The shoplifter is usually an ordinary individual who doesn't use gadgets. Approximately 99 per cent of thefts are carried out by concealing articles under coats or in shopping bags the Security Manager said.

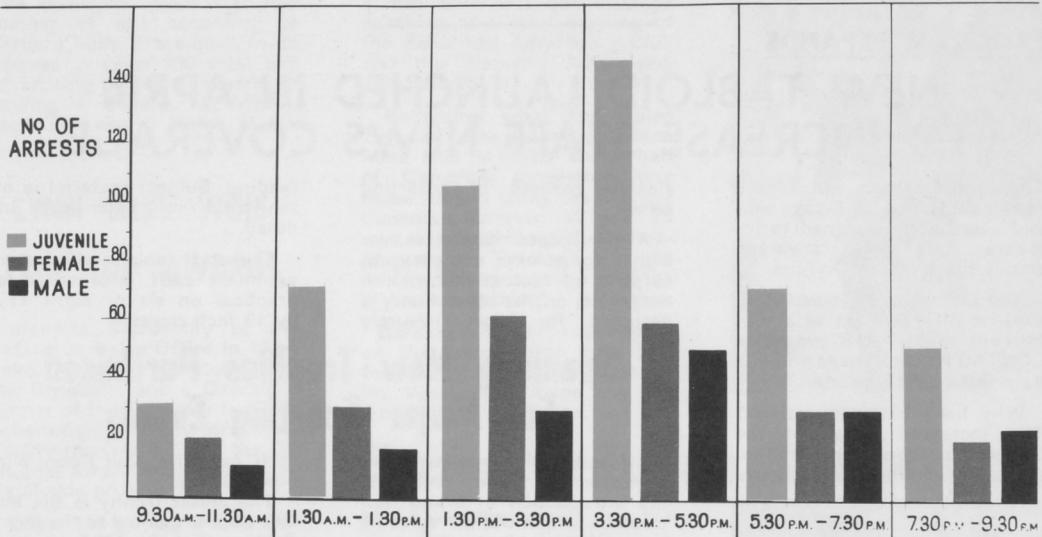
How to spot a shoplifter? Mr. Hall explained that they've several characteristics. Among them are:

1. He is often the type of shopper who is just looking and declines attention.
2. He may spend a lot of time in a department examining nothing in particular and handling everything in the department, during which time his eyes are roving and darting from side to side.
3. He may carry a shopping bag folded over, or an empty shopping bag, opened to appear full.
4. An oversized coat or unseasonal clothing may also be a clue.

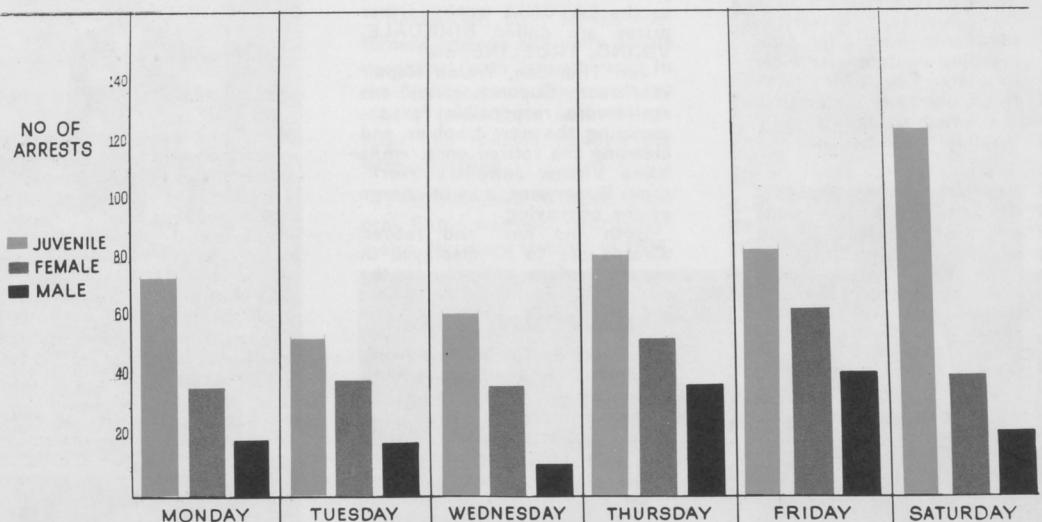
To illustrate his talk, Eaton's Security Manager used a series of charts, the results of a study of some 900 shoplifting cases. They revealed the days and time of day when thieves are more active (see graphs). Mr. Hall urged retailers to pay particular attention to the peak pilfering periods.

Our industry is particularly sensitive to shoplifting. The records of retail security offices are mired by this growing menace. When you think about the staggering amounts stolen every year, you must conclude that something has to be done about it now.

What we need is a moral revolution. What we need is character, morals and a way of life that makes petty pilfering disreputable. The only person who can make this a reality is you.



Approximately half of all shoplifters are juveniles (18 years and under) according to the survey carried out by Eaton security officials. The chart indicates that their peak stealing period is between 3:30 p.m. to 5:30 p.m.



Male and female pilfering is more prevalent towards the end of the week, while juveniles are fairly constant until they hit their peak on Saturday. The average amount of merchandise stolen by juveniles is a staggering \$12.

news pictures

PROGRAM EXPANDS

NEW TABLOID LAUNCHED IN APRIL TO INCREASE STAFF NEWS COVERAGE

The April Contacts will have a new look. It'll be an 8-page tabloid newspaper, designed to increase staff news coverage across the Western Division.

The tabloid, to be issued eight times a year, will act as a supplement to the staff magazine CONTACTS. The magazine will be printed every quarter.

Why have two publications? The increased scope of the Company's operation emphasizes the need for a faster, more

flexible method of reporting news.

A newspaper format is designed for quicker and easy absorption of factual material. A magazine, on the other hand, is designed for more leisurely

reading. Subject material is often written in greater depth and detail.

The staff tabloid will feature as much staff information as practical on six or eight 11½ by 15 inch pages.

Spanking New Trophies Purchased For Major Sporting Events

Staff sport wind-ups will have an added sparkle in 1968 with the introduction of brand new trophies, which will be replacing many of the old awards.

The new trophies, selected by club presidents, are titled with Eaton brand names. For example, all top awards are known as the EATONIA trophy. Other prizes are called BIRKDALE, VIKING, TRUELINE, etc.

Jim Thomson, Watch Repair Workroom Supervisor, and his staff were responsible for assembling the new trophies and cleaning the retired ones, while Kline Virtue, Jewellery Workroom Supervisor, was in charge of the engraving.

Both the new and retired awards are to be displayed in separate glass cabinets in the

staff cafeteria, 2nd floor, Winnipeg Store.

The oldest trophy is the McGee Cup, presented to the Men's Curling Club in 1924.



Leisure Days Ahead

Best wishes to the following Eatonians on their retirement.

WINNIPEG

Mr. H. Ellis, Central Receiving,
45 years of service.

Mr. F. E. Olson, Optical Merchandise Cost, 44 years of service.

Mr. T. Bass, Fur Storage Repair, 21 years of service.

VANCOUVER

Mr. E. Collins, Warehouse, 13 years of service.

Mr. H. Bradley, Warehouse, 12 years of service.

Standing behind this galaxy of highly-polished new trophies is Jim Thomson, Jewellery Workroom Supervisor.

Horsfall Is First

Winnipeg Driver Cy Horsfall, a 38-year man with Eaton's, received the first Division-wide, Driver-of-the-Month award for outstanding customer service. In a letter about Mr. Horsfall, a customer stated that she shopped at Eaton's "mainly because of the driver."



Cy Horsfall

Barbara Boosts Teen Market

The teenagers' market is fast coming of age according to Barbara Mills, Place-on-2, in an address to some 200 sales and advertising people who were attending a Seminar at Winnipeg's Fort Garry Hotel, March 5.

LYNN LAKE WINS TWO TOP AWARDS

Antionette MacCarthy of the Catalogue Sales Office in Lynn Lake, Northern Manitoba, was the Divisional and a Catalogue winner of the February In-Store Solicitation program. Mrs. MacCarthy received \$75 for the Divisional award and \$15 for the Catalogue prize.

Other \$15 gift certificates for regional winners were presented to the following: Mrs. D. Weller, Prince Albert; Mrs. Mabel Edworthy, Brandon; Virginia Bray, Winnipeg; Mr. Frank Bobbee, Regina; Mr. Holseth, Port Arthur.

RALLY SET FOR JUNE

Several exciting new features are to be added to this year's mid-June Gopher-Broke auto rally for staff in Winnipeg.

To be included in the rally are a treasure hunt and a photo rally. In the latter event, participants will be given pictures of landmarks, which will act as check points.

Rally Master of this popular event is Ken Von Platen, Catalogue Order Preparation Manager.

CURLING WIND-UP

The Eaton's Men's Curling Club will hold their annual get-together at the Khartum Temple, 529 Wellington Crescent, Winnipeg, on April 13. Reception is at 6:30 p.m. and dinner at seven.

Miss Mills was one of three speakers at a joint meeting of the Sales and Advertising Club and the Women's Advertising and Sales Club.

Regarding what she called "the computer generation", Miss Mills said in 1960 about half of Canada's population was under 25 and today the average Canadian between 12 and 25 does nearly \$250 worth of shopping a year. Teen-age girls she said spend an average of \$171 a year on clothing.

Barbara Mills keeps up-to-date on the latest youth fads and fashions by writing a column for the Winnipeg Tribune and the newspaper Teen Scene.



Barbara Mills

Store Salutes Shamrock

March is the month of the shamrock and the Winnipeg Store marked St. Patrick's day, March 17, with a display in the Store and a special Irish menu.

Restaurant staff served customers limeade and wore decals decorated with leprechauns. In the Valley room the menu included Irish stew with dumplings and roasted Paddy's pig with crackling.

The Company founder, Timothy Eaton was born near Ballymena, Northern Ireland, in 1834.



GREEN SCENE: Herb Johnson, Men's Clothing, designed this display of Emerald Isle products.



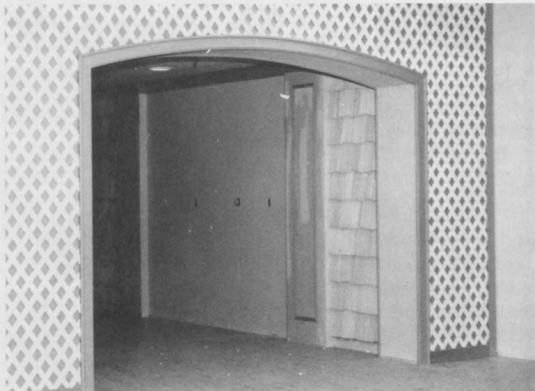
IRISH TOAST: Marie Simpson, right, Mary Harrison, Minnie Matheson and Wilma Zieske of the Winnipeg Grill Room served complimentary green limonade to customers in the Grill Room.



The Inside Story On Polo Park

For several months staff members have seen the impressive exterior of Eaton's Polo Park Store at the northern part of the Winnipeg suburban shopping centre. What's happening inside? An army of

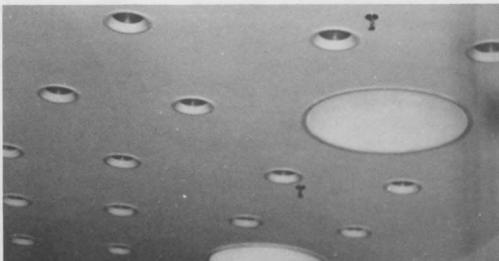
carpenters, painters, electricians and plumbers are transforming the interior into a fashion showplace. This pictorial story goes behind the scenes to highlight some of the inside features of the new store.



This entrance leads to the upper level Garden Court cafeteria which overlooks the Polo Park mall.



These upper level curtain display wings will be used to hang fancy drapes.



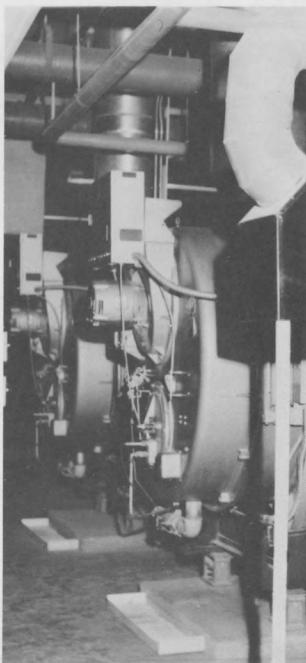
Near the centre of the mall level is a sports wear fitting room.

Flying saucers?
Not likely. These
are upper level
ceiling and sky
lights above the
escalaire.



Nearing completion is the infants and children's wear area on the lower level.

INSIDE STORY (cont.)



The Polo Park store is heated by two gas boilers.



An exciting feature of the store's esca-
laire is see-through sides.



In the penthouse are a battery of heating and air conditioning controls.



Rows of lights brighten the east entrance of the new store.

WESTERN DIVISION APPOINTMENTS

WINNIPEG

Mr. James T. Quinn, Branch Manager, The T. Eaton Life Assurance Company.

Mr. R. P. Winton, Group Sales Manager, A1 and A2.

WINNIPEG SERVICE BUILDING

Mr. E. J. Barish, Store Manager, Warehouse Bargain Centre.

POLO PARK

Mr. M. L. Careless, Accounting and Control Supervisor.

Mr. J. C. Reid, Plant Supervisor.

Mr. T. J. Keough, Sales Manager.

Mr. R. M. Clarke, Sales Manager.

Miss E. Ingram, Sales Manager.

Mr. L. G. Curtis, Sales Manager.

Mr. G. H. Garden, Sales Manager.

Mrs. B. Flegg, Sales Manager.

Mr. B. A. Maunders, Sales Manager.

Mr. L. W. Waddell, Sales Manager.

Mr. K. J. Potter, Sales Manager.

Mr. A. R. Thomson, Sales Manager.

SASKATOON

Mr. R. S. McBride, Store Manager.

REGINA

Mr. A. R. Giles, Store Manager.

PORT ARTHUR

Mr. S. E. Harrison, Store Manager.

MOOSE JAW

Mr. W. A. Hutchison, Store Manager.

NORTH BATTLEFORD

Mr. K. M. Dagorne, Store Manager.

Store Manager Dies

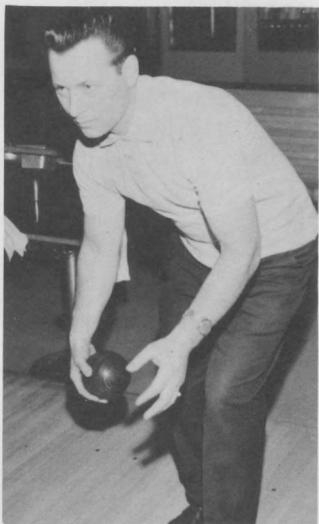


Mr. Herbert Emerson McLellan, Saskatoon Store Manager, passed away in Saskatoon on February 26. Mr. McLellan had been with Eaton's for 38 years.

ROVING REPORTER



CAMPAIGN AWARD: Peter Dyck, left, Campaign Chairman for Eaton's Employees Charitable Fund, received a United Way Gold Award from Peter Hunkin, United Way Campaign Chairman in Winnipeg. The plaque was awarded in recognition of the generous support given to the organization by staff. Eaton's made the largest, single contribution to the United Way during 1967-68.



PERFECT SCORE: Henry Guenther, Basement Meats, rolled a perfect game at the Bowldrome in Winnipeg, February 6. Henry, who bowls with Eaton's Mixed League, received a \$100 prize for his 450-point score — the alley's top tally to date.



LONDON LIFE: A few seats are still available on the Eaton Recreational Club's chartered flight to London by Air Canada jet. The chartered flight leaves Winnipeg Airport on May 21 and returns June 17. The cost per person is \$270. Arrangements are being handled by Where-to-Go Travel Service, 8th floor, Winnipeg Store.



Store Personnel Manager I. L. McLean has almost completed a year as president of the Sales Marketing Executives (Winnipeg) Inc. Mr. McLean recently helped organize Sales Seminar Nine — the largest seminar of its kind ever held in the Keystone City.

Lift With Your Legs ... Not Your Back

Safe lifting habits should be practiced at all times, otherwise carelessness may result in crippling back injuries that can last a lifetime.

The important thing to remember is to lift with your legs — not with your back. Your leg muscles are a good deal stronger than your back muscles, which by comparison are weak. First of all, squat to lift and push up with your legs. Never try to lift a carton like a derrick or you'll wind-up in hospital.

How much can you lift safely? It takes a little common sense and judgment. Lifting your own weight can be done but you'll end up with a sore back. Set your safe limit lower; one hundred pounds is plenty for most men in good physical condition — and 25-lbs is the maximum weight women should lift.



Never lift like a derrick or you'll hurt your back. Fred Rendall, Store Receiving Yard, demonstrates the wrong method of lifting a carton.



The right way to lift a carton is to squat and lift with your legs — not with your back.

SERVICE ANNIVERSARIES

40 Years



Mr. J. M. Hunter,
Winnipeg 5th Floor
Order Filling, April 9.



Mr. J. Davies, Winni-
peg Service Building
Salesroom, April 11.



Miss H. Billings, Win-
nipeg Post Office, Ap-
ril 24.



Mr. Bruce McGregor,
Winnipeg Lower Price
Shoes, April 30.



Mr. J. McKay, Winni-
peg Fire Protection,
April 30.

25 Years

During April seven men and women will celebrate 40 years and ten will celebrate 25 years of continuous service with the Company.



Miss Catherine M.
Reid, Winnipeg Ac-
count and Control,
April 5.



Miss Eva I. Morris,
Winnipeg Gift Court,
April 8.



Mrs. Mary Burben,
Winnipeg Caretaking,
April 12.



Mrs. Wilma L. Wasy-
lenko, Winnipeg Stock
Keeping, April 16.



Miss Edith Cooke, Sas-
katoon Customer Ser-
vices, April 22.



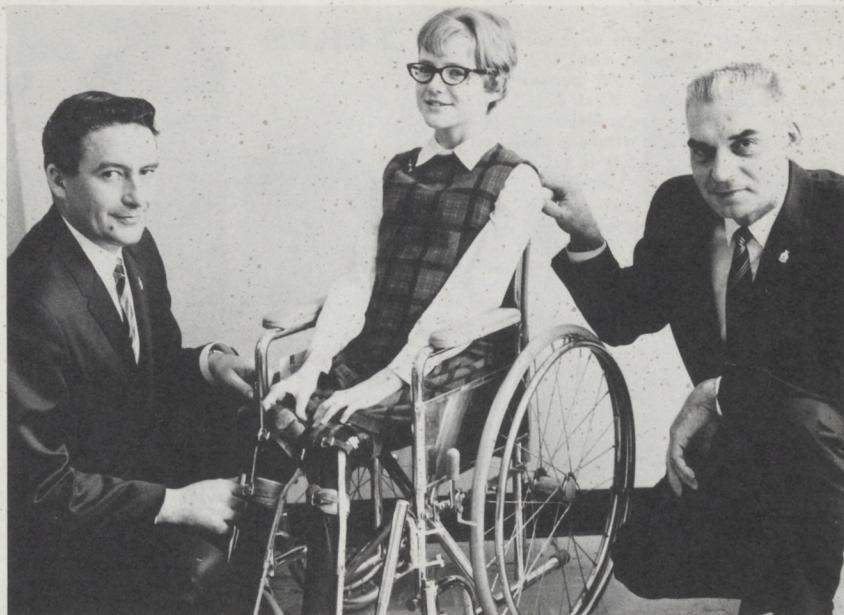
Mrs. Elizabeth Bates,
Saskatoon Telephone
Services, April 29.



Mr. Donald Gray, Regina General Office,
April 29.

In addition to those in the photographs are: Mr. G. H. Gar-
den, Men's Clothing, April 3, and
Mr. J. Sigurdson, Customer Re-
lations Office, April 23 — 40
years. Miss Irene Roberts, Cus-
toms Office, April 5, and Miss
Dora M. Perry, Wages Office —
25 years.

Eatonians Make Good Neighbours



Bill Maltman, Winnipeg Electricians, left, and Jim Maltman, Engineers, flank a handicapped youngster in a wheel chair, similar to the two chairs they helped donate to the Society for Crippled Children and Adults.

Bill Maltman and Jim Maltman

One of the most overworked phrases in any organization is the saying that "our greatest resource is our people." But as with most clichés, the saying is true. People demonstrate their worth not only on the job but often in their community.

Jim Maltman, Engineers, and his nephew Bill Maltman, Electricians, recently raised money to purchase two wheel chairs for the Society for Crippled Children and Adults.

The two Eatonians worked through the Foster Father Committee, sponsored by

the Royal Canadian Legion, Number One Branch in Winnipeg. Their efforts topped all previous amounts raised by the committee.

"We raised most of the money by selling raffle tickets — and we reckon we sold over 35,000 of them," said Jim. Both men find their work with the Foster Fathers well worthwhile and most rewarding.

Apart from raising funds, their other activities include supplying hampers to needy people and arranging transportation for senior citizens who wish to visit their friends and relatives in hospital.